

**Minutes for Workgroup #174 – Informed Delivery APP**

Session 18: 12:00 noon – 1:00 p.m. EST WebEx

Carrie and Jody opened up the meeting and reviewed the issue log for the PostalOne! integration topic. A long term solution is currently being devised that will support Mailer campaigns for interactive content. The plan is for an API feed between PostalOne! and Informed Delivery™. We need to be cognizant of a solution that works for all in the supply chain (mailer, MSP, creative/design, presort bureau, etc.) and we need the ability to apply campaigns by IMb, not just MID. (With some systems that don't allow for additional test/borrowed MIDs to be used, applying a campaign only by MID creates issues with data sharing for ACS, IMb tracing, and secure destruction.)

Carrie will engage key players as necessary on the Postal side to flesh out process flows for all possible scenarios: who creates mail, who prints mail, who barcodes mail, who submits mail, who submits mail.dat file, whose MID is used, how API data gets back to the mailer, etc. The key focus initially was how to share the campaign supplemental content and activate a campaign. We will need additional discussions about how we can facilitate the sharing of data after the campaign.

Flows and processes will be developed by a smaller subset of full workgroup participants and will then be vetted with the larger group. The expectation is that the workgroup will need to extend to the end of May to finalize the PostalOne! recommendations for file formats, etc.

Carrie facilitated the review of the subgroup work product related to the Feedback Loop. There were no recommended changes to the information that was created and presented by the subgroup. We'll continue the discussion next week.